RJ Reynolds Tobacco Company

Wholesale Partners

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SENT VIA E-MAIL
URGENT!

Date: July 28, 1995

To All Northeast Sales Area: RSM's, RBM's, CAM's, DM's, SAM's and ELM's

Re: Wholesale Partners Rules and Procedures Clarification
and Expectations of a Direct Buying Customer.

WHOLESALE PARTNERS

Attached is a document that needs to be reviewed as quickly as possible with each Partners Program participant. This document should be positioned in a positive manner, with NO implication of suspicion that the account is attempting to manipulate any program SOM results.

This is merely a clarification of existing Program Rules and Procedures to explain our interpretation of required reporting procedures. In a few situations that have occurred,we are reading distorted share of market calculations which necessitates further clarity in RJR's reporting requirements.

We are clarifying these Rules and Procedures to ensure we obtain accurate share trend information that we all make marketplace decisions with. You must review them in detail with all accounts,a copy must be provided to every Partners participant after reviewing and a signature obtained confirming their understanding.

EXPECTATIONS OF DIRECT BUYING CUSTOMERS

This document should be positioned in a positive fashion and described as simply a re-statement of RJR's expectations of our Direct Buying Customers in order to set-up a win-win situation.

There is also a form that you need to complete to verify review of this information, however, no Direct Account signature is required. Place both forms in your office files after the review has taken place. Forms should be completed and filed for every Direct Customer as quickly as possible.

Should you have any questions regarding these documents or encounter any unique situations needing further clarification, contact Bryan Stockdale, Bruce Hatter, or me.

Sincerely,

Dave
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Source: https://www.industrydocuments.ucsf.edu/docs/yypn0000